

Date: 2-Oct-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**
Candidate: Smith
Week of: 9/24 - 9/30
Contract Number: 332839 - HL 6332185

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
1	10-11A Tu-F	:30	\$250	5	4	\$225	\$100

TOTAL REBATE (Gross) \$100
(Net) \$85.00



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

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Agency SRCP

Write-up Date 10/2/12

Client Pol Tom Smith

Requested By J. Tavoletti

Campaign/Title State Senate

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒ _____

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 332839

Explanation of Adjustments by Requestor: LVC

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 100.00 Debited: \$ _____

NET Amount to be Credited: \$ 85.00 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

2. Local/National Sales Manager: Tavoletti Approved ☒ Date 10/6/12

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 332839

Schedule Dates 09/25/12-10/01/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson TeleRep/Washington DC, Washington DC (1040)
Sales Office TeleRep/Washington DC
Buyer Name WONDERHEID,BETSY
Phone/Fax /
CPE 11/15/288
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 9/25
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06332185
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,152.50
Net Total \$29,197.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012 37 \$27,075.00
Oct. 2012 7 \$7,275.00
Grand Total: 44 \$34,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	10A- Ellen	1	1	1	1	1				4	\$250.00	225	Pittsburgh (WPXI)	ELLEN/1	9/24/12
2.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/2	9/24/12
3.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X				3	\$275.00	\$825.00	Pittsburgh (WPXI)	NOON NEWS/3	9/24/12
4.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	4P- Judge Judy 4p	3	X	X	X	X				3	\$300.00	\$900.00	Pittsburgh (WPXI)	JUDGE JUDY 4P/4	9/24/12
5.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5P- 5:30P (EST)	1	1	1	1	1				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 5-530P/5	9/24/12
6.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1	1	1	1	1				4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-630P/6	9/24/12
7.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:59A- Channel 11 News 6am	1	1	1	1	1				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-7A/7	9/24/12
8.0	Normal Line / Spot	09/25/12-09/27/12	5	:30	6:59P- Jeopardy	1	1	1	1					3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	JEOP 7-730P/8	9/24/12
9.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	7A- 8A (EST)	1	1	1	1	1				4	\$625.00	\$2,500.00	Pittsburgh (WPXI)	TODAY 7-8A/9	9/24/12
10.0	Normal Line / Spot	09/25/12-09/27/12	5	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X					2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	WHEEL 730P/10	9/24/12
11.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	9A- Today Show 9a	1	1	1	1	1				4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	TODAY 9-10A/11	9/24/12
12.0	Normal Line / Prime	10/01/12-10/01/12	5	:30	7:57P- The Voice 8-10P	1								1	\$3,500.00	\$3,500.00	Pittsburgh (WPXI)	VOICE 8-10P/12	9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.